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STRATEGIES FOR SUSTAINABLE DEVELOPMENT OF MACHINE-BUILDING ENTERPRISE

The activity of native enterprises in the prevailing conditions requires management to adapt and provide effective methods of analysis and evaluation of their functioning. So, it is important to improve the economic efficiency of activities native enterprises as one of the most significant current conditions in areas of sustainable enterprise development [1].

The category “development” is defined as “irreversible, directed, natural change of material and ideal objects”. Only simultaneous the presence of all three distinct qualities distinguishes development processes. On the basis of the system approach, which considers an enterprise as a complex system, the forms of its development are shown in Figure 1.

It should be noted that the most effective direction of enterprise development as a system is its intensive development, which is characterized by qualitative changes, first of all, of production factors.

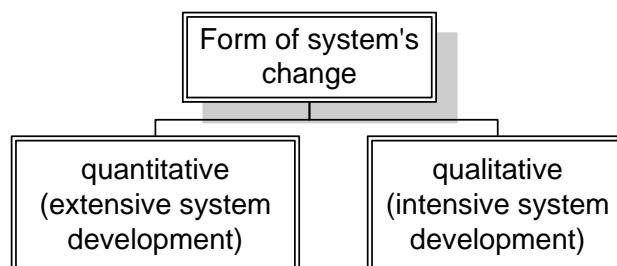


Fig. 1. Forms of system changes

So that can provide the necessary economic efficiency his activities. Factors of sustainable development of enterprises are shown in Figure 2.

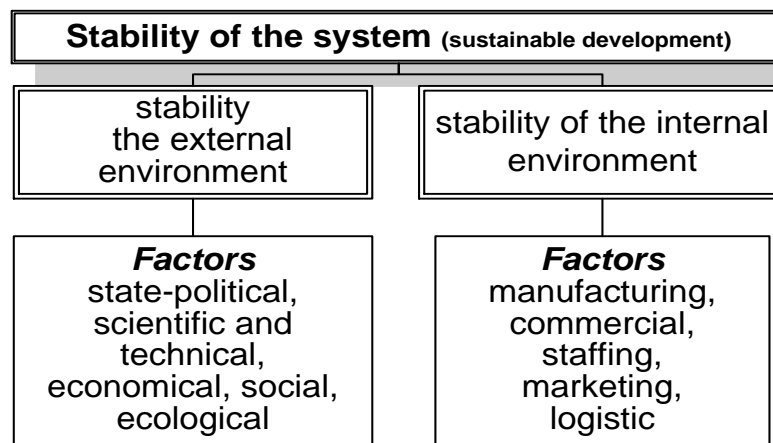


Fig. 2. Factors of sustainable development of enterprises

Consequently, ensuring the sustainable development of the enterprise is achieved by maintaining a positive trend in the economic efficiency of its activities.

One of the directions of maintaining the sustainable development of the domestic machine-building enterprise is to provide and, if necessary, increase the economic efficiency of its activities. With the activity of domestic enterprises in a competitive environment adaptation to rapid changes requires the adoption of effective operational and perspective management decisions [2].

In recent years, the content of the competition has changed and often wins that one subject of management, whose knowledge allows creating competitive advantages that may interest future consumers of its products.

Enterprises must identify those that affect its activities, identify the acceptable level of risk and how to calculate it, in order to reduce or prevent the risk of making managerial decisions. Since in the process of functioning of the enterprise there is a lagging of the values of the actually obtained indicators from the desired, there is not only the need to respond to changes in the environment of the enterprise, as well as their prediction. Consequently, the management of machine-building enterprises should develop a forecast of possible changes (positive and negative deviations) in the dynamics of the main indicators of its activities [2].

Given that the final one of the result of the enterprise can be considered indicator its economic efficiency, there is a need for forecasting the value of such an indicator. In a competitive environment topical estimation economic efficiency of the machine-building enterprises activity is based of development strategies for forecasting its calculation [2].

To provide the economic efficiency of enterprises and their strategic development, it becomes necessary to look for additional opportunities for further development cost reduction and cost of production, improving the quality of customer service. At this time on the western enterprises traditional spheres application of logistics merged together are creating a strategic innovation system [1].

In modern conditions logistic factor provides positive result in operational management when making partial decisions in the field of commodity turnover and reducing the costs of transporting and storing goods in warehouses.

For clarity and systematization consider the directions of logistics at the modern machine-building enterprise, according to which the logistic factor of competitiveness will be determined [3].

Defined the factors contributing to the sustainable development of the machine-building enterprises, from which, in the face of increased competition, and attempts to exit domestic products to foreign markets, the greatest attention should be paid to the intensive growth. The Figure 3 presents the strategy for the sustainable development of the machine-building enterprises on the basis of providing its economic efficiency [1].

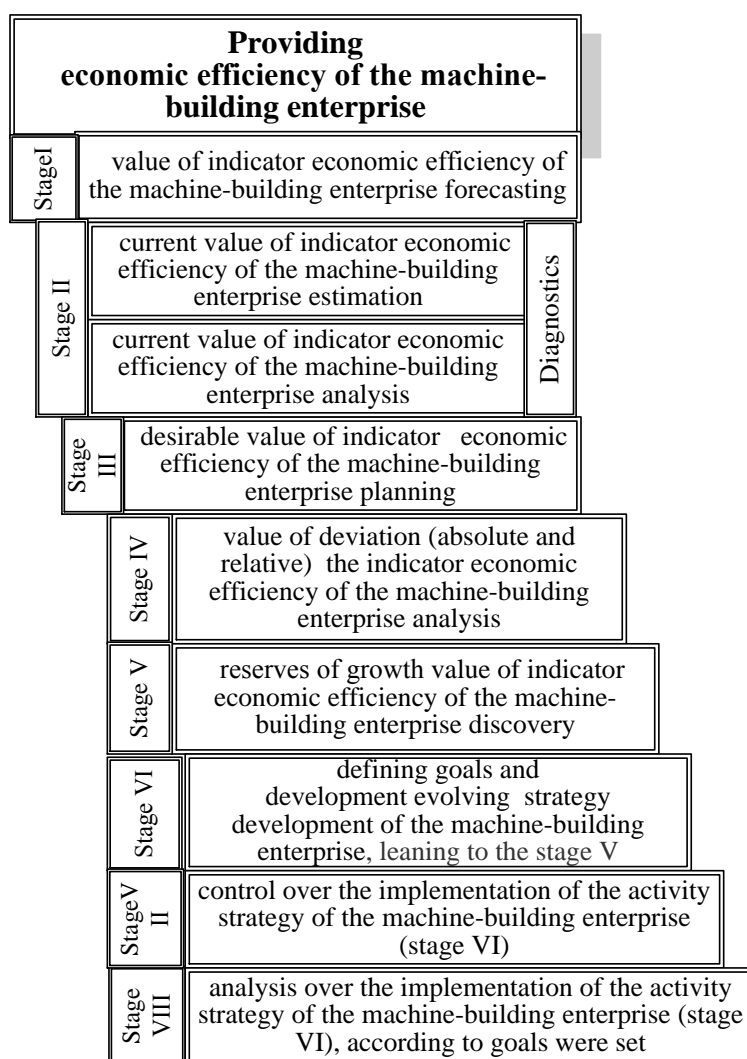


Fig. 3. The strategy for the sustainable development of the machine-building enterprises on the basis of providing its economic efficiency

The final stage of the proposed methodological approach to developing an effective evolving strategy in a changeable competitive environment is the decision making on choosing options based on providing a measure on increase of economic efficiency [4]

The development of the machine-building enterprises' strategy will ensure its economic efficiency, which is the basis for its sustainable development goals. If at stage IV (fig.3) there is no negative changes, then there is a steady development of the enterprise [2].

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